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1. (Currently amended) An isolated nucleic acid molecule comprising a promoter that consists of a portion of the nucleotide sequence presented as SEQ ID NO:42, that when operably linked to a heterologous protein-encoding polynucleotide sequence, wherein the promoter consists of a portion of the nucleotide sequence presented as SEQ ID NO:42 and directs fruit-associated expression of the protein in a plant cell.

2-4. (Canceled)

- 5. (Previously amended) The isolated nucleic acid molecule of claim 1, wherein the portion of the nucleotide sequence is nucleotides 156-1708 of SEQ ID NO:42.
 - 6. (Canceled)
- 7. (Previously amended) A plant expression vector comprising the nucleic acid molecule of claim 1.
 - 8. (Canceled)
- 9. (Currently amended) The plant expression vector of claim <u>78</u>, wherein the polynucleotide sequence is operably linked to a control sequence, in addition to the promoter, that is recognized by a host cell transformed with the vector.
- 10. (Previously amended) The plant expression vector of claim 9, wherein the polynucleotide sequence encodes S-adenosylmethionine hydrolase (SAMase).
- 11. (Previously amended) A plant cell comprising the plant expression vector of claim 7.
 - 12. (Original) A mature plant comprising the plant cell of claim 11.

13 and 14. (Canceled)

- 15. (Currently amended) A method of expressing a heterologous proteinencoding polynucleotide sequence in fruit of a transgenic plant, comprising:
 - (a) transforming plant cells with a plant expression vector according to claim 78;
- (b) culturing said plant cells in a culturing medium containing a selection agent to select for transformed plant cells; and
- (c) growing said transformed plant cells to produce a transgenic fruit-bearing plant,

wherein the heterologous protein-encoding polynucleotide sequence is expressed in fruit of said transgenic fruit-bearing plant.

16-18 (Canceled)

- 19. (Previously amended) The method according to claim 15, wherein said heterologous protein-encoding polynucleotide sequence encodes S-adenosylmethionine hydrolase (SAMase) and wherein said transgenic fruit-bearing plant produces mature fruit that exhibit a decrease in ethylene production relative to a non-transgenic plant.
- 20. (Previously added) A plant cell comprising the plant expression vector of claim 10.
 - 21. (New) The mature plant of claim12 that is fruit-bearing.
 - 22. (New) The mature plant of claim 21, wherein the fruit is not melon.
- 23. (New) The mature plant of claim 22, wherein the fruit is selected from the group consisting of apple, pear, and tomato.

